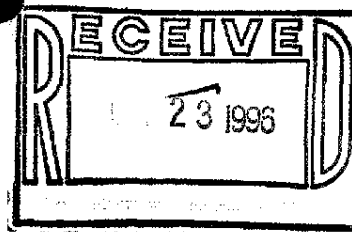


Young & Rubicam New York

285 Madison Avenue
New York, New York 10017-6486



October 22, 1996

Mr. Gary Capreol
Philip Morris USA
120 Park Avenue
New York, New York 10017

Re: 1997 Dave's Media Plan - Revision I

Dear Gary:

This provides you with the updated "Dave's" 1997 Preliminary Media Plan/Budget Summary. The plan reflects all the updated information we provided in the 10/18 letter regarding *AJ Indoor* and *Go Card* Advertising.

The only cost revision to the plan is the *Go Card* Advertising total which decreased from \$18,450 to \$12,875.

The bulletin flighting has been moved up one month to correspond with the other OOH activity.

We have eliminated any reference to "wild posting" due to the recent developments in Seattle regarding Obie Media.

The current planned media spending for 1997 is: **\$1,004.5M.**

Gary, please note we have out-of-home activity scheduled to begin February 15, 1997. This activity requires a commitment as soon as possible with a 60 day cancellation clause effective until December 15, 1996.

Please call with any questions or concerns.

Sincerely,

A handwritten signature in cursive script, appearing to read "Alla Sherman".

Alla Sherman
Media Planner
(212) 210-4562

cc: PM
K. Galeotti ✓

Y&R
F. Smith
K. Fallon
A. Gilmartin

S. Macduffie
T. Cummins
J. Lepis

T. Hay
D. Griffin
C. Katz

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**Dave's
1997 Pre-Planning Budget Summary**

	<u>Seattle Sales Area</u>	<u>% Of Spending</u>
<u>OOH</u>		
C-Stores	\$201,600	
Select 30 Sheets	\$333,600	
Bulletins	\$181,800	
Restroom Advertising	\$120,000	
Painted Walls	\$54,000	
Total OOH	\$891,000	89%
<u>Print</u>		
Local Print Only	\$100,668	10%
Post Card Advertising	\$12,875	1%
GRAND TOTAL MEDIA:	\$1,004,543	100%

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97-1MKTA.XLS, Budget Summary

97-1MKTA.XLS, flowchart

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